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REPORT ON
THE CONSUMPTION OF FISH PRODUCTS
IN NEWFOUNDLAND AND LABRADOR

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1978 c 1

PREPARED FOR

FISHING INDUSTRY ADVISORY BOARD
(Fisheries department)

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INTRODUCTION

This report contains the results of a study undertaken by OMNIFACTS RESEARCH LIMITED on behalf of the FISHING INDUSTRY ADVISORY BOARD in November and early December, 1977. The questions asked in the survey dealt with fish consumption in Newfoundland.

The objectives of the research were:

- to determine the number of times in an average month people serve fish in their homes;

- to determine how people obtain the fish they eat;

- to determine how people prepare the fish they eat;

- to determine the attitudes Newfoundlanders have about fish and possibly identify reasons why they do not eat more fish.

EXECUTIVE SUMMARY

1. For the total sample, the average number of meals of fish per month is 6.37.

2. Those respondents who serve fish the most tend to come from the Avalon region and are older (over 45 years).

3. Respondents serve an average of 3.53 meals of fresh fish per month and an average of 3.57 meals of frozen fish per month. Older respondents serve more of both fresh and frozen fish than do younger respondents. Those with less education serve significantly more meals of fresh fish than respondents with high school graduation or better, and significantly fewer meals of frozen fish per month.

4. Many people catch the fish they eat (44.9%) and many others (36.1%) obtain it from a friend or relative. One quarter of the sample buys it from a fisherman and 23.3% buys fish in a supermarket.

5. Of the 935 who responded to the questionnaire, 90.1% serve cod in their homes, 70.5% serve salmon, 32.7% serve herring, 26% serve halibut, 10.3% serve flounder, and 22.4% serve other kinds of fresh fish in their homes.

6. In preparing their fish, 77.2% of respondents pan fry fresh fish, 52.6% boil fish, 31.9% bake it, 22.0% deep fry it, and 9.4% prepare their fish in casseroles.

7. In response to "what types of frozen fish products do you buy", 28.2% indicated they buy fish and chips; nearly 46% buy fish sticks; 40.2% buy fish fillets and 24.1% buy fish cakes.

8. Eighty-two per cent of the total sample indicated they eat fish and brewis. Respondents from Central Newfoundland eat fish and brewis the most while those from St. John's area eat it the least. Further, 5.6% eat fish and brewis for breakfast. 33.9% eat it for lunch, and 60.1% eat it for supper.

9. Respondents buy an average of 3.83 cans of tuna per month, 3.55 cans mackerel, 3.18 cans salmon, 3.61 cans herring and 4.28 sardines.

10. Respondents eat an average of 2.68 times per month in a restaurant. Those respondents who order fish regularly tend to come from the St. John's area, have small households, have some post secondary education, and have higher annual family incomes.

11. Exactly 65% of the total sample would serve a meat dish to guests; 26.8% would serve chicken and only 8.1% would be likely to serve fish.

12. Overall, respondents felt good quality fresh fish was not available. They indicated that what fish was available was too expensive and they didn't have good recipes for preparing fish. To get Newfoundlanders to eat more fish, respondents felt prices should be lowered, fresh fish should be more available, new recipes should be published and more advertising is needed to promote fish.

RESEARCH METHODOLOGY AND SAMPLE

The questionnaire employed in this study is presented in Appendix A. This questionnaire was mailed to more than 1,100 female heads of households in Newfoundland and Labrador. All subjects to whom questionnaires were mailed are members of the OMNIFACTS MAIL PANEL. A total of 935 were returned for an effective return rate of eighty-five per cent. The demographic and socioeconomic characteristics of the 935 respondents are presented in Tables 1 through 6 which follow.

The regions of the Province as presented in Table 1 may be defined as follows:

1. City of St. John's: That area only as defined by city limits.

2. St. John's Census Metropolitan Area (CMA): As defined by Statistics Canada, that area lying north and east of a line drawn from Holyrood to Witless Bay, excluding the City of St. John's.

3. Avalon Region: The remainder of the Avalon Peninsula excluding the St. John's CMA and the City of St. John's as defined above.

4. Eastern Newfoundland: That area from the Avalon Peninsula west to the north shore of Bonavista Bay and including the Burin Peninsula.

5 Central Newfoundland: That area lying between the north shore of Bonavista Bay and the bottom of White Bay, including Gander, Grand Falls-Windsor, Notre Dame Bay and the Bay d'Espoir area.

6. Western Newfoundland: That area lying west of the bottom of White Bay, including the entire west coast of the Island of Newfoundland, Burgeo and Ramea.

7. Labrador: That area lying north and east of the Quebec-Labrador boundary to the coast, including all points between.

Throughout the report which follows, Regions 1 and 2 have been combined and called the St. John's area. Regions 6 and 7 have been combined and called Western Newfoundland and Labrador.

An asterisk (*) by a group of numbers means that the differences among groups are significant at the 0.05 level or better. That is, there is 5% or less probability the results occured by chance.

TABLE 1

SAMPLE CHARACTERISTICS - REGION

REGION	NUMBER	PERCENTAGE
City of St. John's	124	13.3%
St. John's CMA	76	8.1
Avalon Region	123	13.2
Eastern Newfoundland	95	10.2
Central Newfoundland	228	24.4
Western Newfoundland	241	25.8
Labrador	48	5.1
TOTAL	935	100.0%

TABLE 2

SAMPLE CHARACTERISTICS - AGE

AGE	NUMBER	PERCENTAGE
45 and over	264	28.2%
30 to 44	344	36.8
Less than 30	324	34.6
No answer	3	0.4
TOTAL	935	100.0%

TABLE 3

SAMPLE CHARACTERISTICS - EDUCATION LEVEL

LEVEL	NUMBER	PERCENTAGE
Grade 8 or less	262	28.0%
Grades 9 or 10	281	30.1
High School Graduate	168	18.0
Attended University or trades school	116	12.4
Trades school graduate	67	7.2
University graduate	33	3.5
No answer	8	0.9
TOTAL	935	100.0%

TABLE 4

SAMPLE CHARACTERISTICS - ANNUAL FAMILY INCOME

ANNUAL INCOME	NUMBER	PERCENTAGES
Under $3,000	49	5.2%
$3,000 to $4,999	75	8.0
$5,000 to $6,999	92	9.8
$7,000 to $8,999	81	8.7
$9,000 to $10,999	108	11.6
$11,000 to $12,999	98	10.5
$13,000 to $14,999	88	9.4
$15,000 to $19,999	100	10.7
$20,000 to $24,999	85	9.1
$25,000 to $29,999	42	4.5
$30,000 to $39,999	39	4.2
$40,000 and up	21	2.2
No answer	57	6.1
TOTAL	935	100.0%

TABLE 5

SAMPLE CHARACTERISTICS - NUMBER OF PERSONS IN HOUSEHOLD

NUMBER IN HOUSEHOLD	NUMBER	PERCENTAGE
1	24	2.6%
2	125	13.4
3	142	15.2
4	234	25.0
5	150	16.0
6	96	10.3
7	72	7.7
8	39	4.2
9	24	2.6
10	15	1.6
11	6	0.6
12	1	0.1
13	2	0.2
14	2	0.2
17	1	0.1
No answer	2	0.2
TOTAL	935	100.0%

TABLE 6

SAMPLE CHARACTERISTIC - EMPLOYMENT STATUS

EMPLOYMENT STATUS	NUMBER	PERCENTAGE
Full-time	160	17.1%
Part-time	111	11.9
No outside Job	629	67.3
Unstated	35	3.7
TOTAL	935	100.0%

FINDINGS

FRESH AND FROZEN FISH

Subjects were asked in Question 1 to indicate the extent to which they serve fish in their homes in an average month. From these answers we calculated a mean score for the number of meals of fish served per month (Table 7). For the total sample, the mean or average number of meals of fish per month is 6.37. This number varies significantly when we break the sample down into geographical regions. Respondents in the St. John's area tend to eat fish the least (5.81 meals/month) while respondents in the Avalon region tend to eat fish the most (6.90 meals/month). The average number of meals of fish per month for the remaining regions is: Central Newfoundland, 6.69; Eastern area, 6.41; Western Labrador, 6.26.

Significant differences are also found when we divide the sample by age groups. Fish consumption increases in households where the female head is older. Those aged under 30 years serve 5.42 meals per month while those 45 years and over serve 7.30 meals per month. No significant differences are evident when we view the sample by household size, education level, or income level.

In Questions 2 and 3, respondents were asked to indicate the number of times they serve <u>fresh</u> and <u>frozen</u> fish. For the total sample, as indicated in Table 8, respondents serve an average of 3.53 meals of <u>fresh</u> fish per month and 3.57 meals of <u>frozen</u> fish per month.

There is no significant difference in the consumption of fresh or frozen fish by geographical regions. However, when we analyse the sample by age groups, we see that older respondents serve more meals of both fresh and frozen fish. (You may recall that older respondents serve fish more often in

total than younger respondents.

Significant differences in consumption patterns were also noted among education groups. While respondents with Grade 10 or less eat significantly more meals of fresh fish than respondents with high school graduation or better, they eat significantly fewer meals of frozen fish per month. Similarly, those with high school graduation or better eat fewer meals of fresh fish per month and more meals of frozen fish per month.

Question 4 asked respondents where they obtained the fish which they served. As indicated in Table 9, nearly 45% catch their own fish and an additional 36.1% obtain it from a friend or relative. One quarter of the sample buys its fish from a fisherman and 23.3% buys fish in a supermarket. Only 10.9% buys its fish in a small store, As the asterisks indicate, significant differences exist throughout the subgroups. For example, fewer respondents from the St. John's area catch their own fish than do respondents in other areas. Similarly, more respondents from the St. John's area buy their fish in a supermarket. Respondents from the Eastern region tend to get their fish from a friend or relative more so than respondents from other regions. Respondents from the Avalon region have more of a tendency to buy their fish from a fisherman than do respondents in other areas.

Looking at the sample by household size, we see that respondents with 6 or more members in their household have more of a tendency to catch their own fish (49.8%) than do respondents with small households of 3 or fewer members (37.2%). Respondents who indicated they catch their own fish are also

likely to have lower education levels and smaller annual family incomes. Respondents who buy their fish in supermarkets tend to be 45 and over, have higher education levels, and have larger annual family incomes.

Question 5 was aimed at determining what kinds of fresh fish Newfoundlanders serve in their homes. Of the 935 who responded, 90.1% serve cod in their homes, 70.5% serve salmon, 32.7% serve herring, 26% serve halibut, 10.3% serve flounder, and 22.4% serve other kinds of fresh fish in their homes.

Throughout subgroups some significant differences occur. Significantly fewer respondents from both St. John's area and Western/Labrador area serve cod than do respondents in other regions. More respondents aged 45 and over (93.3%) serve cod than do respondents under 30 years (86.7%). Significantly more respondents with Grade 10 or less serve cod than do respondents with high school graduation or better. Respondents with incomes under $11,000 have a greater tendency to serve cod than do respondents with higher incomes.

Herring was served least by respondents in St. John's area (8.5%) while respondents in Central Newfoundland serve it most (46.1%). Those respondents who serve herring in their homes tend to be 45 years and over. Further, they represent significantly lower education and annual income levels.

Respondents who serve halibut tend not to come from the Avalon region (17.9%) but rather come from the Eastern region (46.3%).

Those respondents who serve halibut tend to be older. Whereas only 18.3% of those under 30 years of age serve halibut, 30.5% of those between 30 and 44 years and 29.5% of those 45 years and over serve halibut. In

addition, the halibut user has a significantly smaller household size.

Question 6 asked " How do you most often cook fresh fish?". The results are presented in Table 11 and for the Total Sample, we see that 77.2% of respondents pan fry fresh fish, 52.6% boil fish, 31.9% bake it, 22.0% deep fry it and 9.4% prepare it in their fish casseroles.

The results vary significantly throughout subgroups. For the St. John's area, significantly fewer respondents pan fry their fish than respondents in other regions and significantly more respondents prepare their fish in casseroles. In the Avalon region, significantly more respondents deep fry fish than do respondents in other regions. More respondents from Eastern Newfoundland pan fry and bake their fish than respondents from other areas. In Central Newfoundland, respondents have more of a tendency to boil their fish than respondents in other regions. In Western/Labrador region, significantly fewer respondents deep fry their fish or prepare fish in casseroles.

Looking at a breakdown by age, more older respondents tend to bake their fish (41.0%) than do respondents under 30 (26.3%). Older respondents also boil their fish or prepare it in casseroles more often than do younger respondents. Those respondents who deep fry their fish tend to be between 30 and 44 years.

Regarding household size, respondents from larger households tend to pan fry their fish or deep fry it significantly more than those from smaller households. Respondents with 3 or fewer members in their households tend to prepare their fish in casseroles more often than those with larger households.

If we look at a breakdown by education level, we see that respondents with Grade 10 or less pan fry their fish more often than those with higher educations. Respondents with lower education levels also deep fry and boil their fish more than other respondents. Respondents with higher education levels tend to prepare their fish in casseroles more than respondents with lower education levels.

Significant differences are also found when we analyse the sample by income levels. Those with incomes $20,000 and over tend to pan fry their fish less and prepare it in casseroles more than other respondents with lower incomes. Respondents whose annual family income is less than $7,000 boil fish more than other respondents.

In Table 12, we present data on the types of frozen fish products which respondents buy. For the total sample, 28.2% indicated they buy fish and chips. Nearly 46% buy fish sticks; 40.2% buy fish fillets and 24.1% buy fish cakes.

Those who buy fish and chips tend to reside in the Avalon (32.5%) and Central regions (32.9%). They are significantly younger as 35.6% are less than 30 years of age. Respondents who buy fish and chips tend to have Grade 10 or less and have family incomes less than $7,000.

Respondents who indicated they buy fish sticks tend to come from the St. John's area and Avalon area and tend not to come from Western/Labrador region. Significantly more respondents under 45 years buy fish sticks than those over 45 years. There are significantly fewer respondents with 3 or fewer members in their household who buy frozen fish sticks. Therefore, the

person who buys fish sticks tends to come from a larger household.

Significantly more residents from the St. John's area buy fish fillets than any other region (52.8%). The Avalon region represents the smallest percentage of residents who buy fish fillets (27.6%). Those who buy fish fillets are more likely to have some post secondary education and tend to have higher family incomes.

Regarding fish cakes, significantly more residents from Central Newfoundland (31.6%) buy them than do residents from other regions. Residents from St. John's area buy the least number of fish cakes (15.1%). Significantly more respondents with 6 or more in their household (32.7%) buy fish cakes than do those with 3 or fewer members (17.4%). Significantly more respondents from lower education and income levels buy fish cakes than do those from higher levels.

FISH AND BREWIS

In Question 8, we asked respondents if they eat fish and brewis. The results are presented in Table 13 and are highly significant throughout subgroups. Of the total sample, 82% indicated they do eat fish and brewis. Respondents from Central Newfoundland tend to eat fish and brewis (91.5%) more so than any other regions. The St. John's area represents the smallest number (70.3%) of consumers of fish and brewis. By age, significantly more respondents over 45 years (86.0%) eat fish and brewis than do respondents less than 30 years (77.0%). Similarly, respondents with 6 or more members in their households eat more fish and brewis (88.1%) than those with 3 or fewer members (78.5%). Respondents with some post secondary education tend to eat fish and brewis significantly less than those with high school graduation or lower. By income, significantly more respondents with less than $7,000 income eat fish and brewis (88.4%) than do respondents with more than $20,000 (70.3%).

Following this, we asked respondents how often they served fish and brewis in the home. Of the 757 people who answered this question, 21.9% eat fish and brewis weekly or more often. Just over 23% eat it every two weeks, 26.1% eat it once a month and 28.9% eat it less than once a month. Once again, there are significant differences evident throughout various breakdowns. Significantly <u>fewer</u> respondents from St. John's area eat fish and brewis weekly or more (8.8%) and significantly <u>more</u> respondents from St. John's area eat fish and brewis less than once a month (47.4%). That is

to say, respondents in the St. John's area tend to eat fish and brewis less often than respondents in other regions. For the Central region, the converse is true. Significantly more respondents eat fish and brewis weekly or more (31.9%) and significantly fewer respondents eat fish and brewis less than once a month (15.7%). That is, respondents in Central Newfoundland tend to eat fish and brewis more often than respondents in other regions.

By age groups, younger respondents eat fish and brewis significantly less often than those older respondents. Of those aged under 30, only 16.3% eat fish and brewis weekly or more and 34.3% eat it less than once a month. On the other hand, 30.4% of those aged 45 and over eat fish and brewis weekly or more but 23.8% eat it less than once a month.

When we analyse the sample by education levels, we see that respondents with lower education levels eat fish and brewis more often than those with higher education levels. For example, of those respondents with Grade 8 or less, 30.7% eat fish and brewis weekly or more often and only 21.3% eat it less than once a month. For those with University or trades school graduation, only 7.8% eat fish and brewis weekly while 42.5% eat it less than once a month.

Throughout income levels, a similar pattern of consumption prevails. Over 30% of respondents with incomes less than $7,000 eat fish and brewis every week and 22.5% eat it less than once a month. For respondents with incomes of $20,000 and over, 16.1% eat fish and brewis weekly while 34.6% eat it less than once a month.

From Question 9, we determined 5.6% of respondents eat fish and brewis for breakfast, 33.9% eat it for lunch, and 60.1% eat it for supper. The results are significant throughout subgroups and are found in Table 15.

CANNED FISH

In Table 16, we present the average number of cans per month of tuna, mackeral, salmon, herring and sardines brought by respondents. For the total sample, respondents buy an average of 3.83 cans of tuna per month, 3.55 cans mackerel, 3.18 cans salmon, 3.61 cans herring and 4.28 cans sardines. Overall, differences were not significant among subgroups.

In Question 11, we asked respondents how they serve the canned fish they buy. Seventy percent indicated they used canned fish in sandwiches, 12% use it in casseroles and 13% use it in salads.

FISH IN RESTAURANTS

We wanted to determine if people order fish in restaurants and if not, what are some of their reasons for not ordering fish. On an average, respondents eat in a restaurant 2.68 times per month (Table 18). A breakdown is provided by demographic and socioeconomic variables and significant differences were found only in education levels. Respondents with higher education levels eat in restaurants more often than those with lower education levels. As table 19 illustrates, 37.2% never order fish in restaurants. Over 15% order fish very rarely and 15.9% order it occasionally. Only 4.8% order fish in restaurants fairly often and only 3.5% order it very often. These results are highly significant throughout subgroups.

Those who indicated they never order fish in restaurants tend to come from Western/Labrador (60.3%) and Central region (56.6%). For reporting purposes here, we combined these who answered 'fairly often' with those who answered 'very often' and considered them to be regular eaters of fish in restaurants. By region, over one quarter of the respondents from St. John's area order fish regularly in restaurants (17.0% + 8.2% = 25.2%). Over 12% of respondents in the Avalon area, 11.8% of respondents in the Eastern area, 4.6% in the Central area and 3.3% in Western Labrador region order fish regularly.

By household size, 57.4% of respondents with 6 or more members in their household never order fish in restaurants while 45.9% of respondents with 3 or fewer members in their household never do so. Similarly, 12.1% (5.2% + 6.9% = 12.1%) of respondents with small households order fish regularly while only 8.8% of those with large households ever do so.

Breaking the sample down by education levels, we see that those who never order fish tend to have lower education levels, while those who order fish regularly tend to have some post secondary education. A similar pattern exists throughout income groups. Respondents with lower annual incomes tend not to order fish in restaurants more so than those with higher incomes, and those with higher annual incomes tend to order fish regularly in restaurants significantly more than those with lower incomes.

Table 20 presents the reasons respondents have for not ordering fish in restaurants more often. The biggest single factor for not ordering fish is that there are better things on the menu as 32.0% of respondents mentioned this. Over fourteen per cent felt fish was not fresh in restaurants, 11.4% felt fish was of poor quality, 9.1% felt fish was not cooked well, 8% said there was no variety in the fish dishes, 6.5% felt fish prices were too expensive, and 4.5% indicated they do not like fish.

FISH AT HOME

We asked respondents what they would most likely serve guests for dinner (Table 21). Exactly 65% of the total sample would serve meat, 26.8% would serve chicken, and only 8.1% would be likely to serve fish. These results are not significantly different by region, age, or household size. By education, those with university or trades school graduation are most likely to serve meat (75.8%) and the least likely to serve fish (2.0%) and chicken (22.2%). Respondents with Grade 10 or less are most likely to serve fish and chicken and the least likely to serve meat to their guests. By income, respondents with incomes of $20,000 or more are most likely to serve meat (71.3%) to their guests and least likely to serve fish (4.4%) and chicken. Respondents with incomes less than $11,000 are the most likely to serve fish and the least likely to serve meat.

We next asked respondents why they would not serve fish to their guests. The results are presented in Table 22. Over 26% indicated they could not get fresh fish while another 24.6% indicated they had no good recipes for preparing fish. Over 20% felt their friends did not like fish and 7.6% do not like the smell. Finally, 5.6% indicated fish is a cheap meal.

In an attempt to assess Newfoundlander's opinions of fish, we asked respondents why they felt Newfoundlanders do not eat more fish. The result was a great variety of answers which can be found in Table 23. Note that respondents feel the largest contributing factor is the difficulty in obtaining fresh fish as 38% of the 698 who answered this question felt

this was so. In addition, 34% of respondents mentioned that fish is too expensive and 17% of them felt fish was too familiar since so many work with it all day long.

Following this, we asked ' what do you think must be done to get Newfoundlanders to eat more fish?' The results are in Table 24. Forty per cent of the 586 people who answered this question felt fish prices should be lower in order to get more Newfoundlanders to eat fish; 23% felt fresh fish should be more available than it is now; 17% indicated the need for new recipes, 14% felt there is a need for more fish markets. Thirteen per cent of respondents felt more advertising would encourage Newfoundlanders to eat more fish. Many other answers were presented but they do not represent substantial enough proportions to warrant reporting.

Finally, we asked respondents if all members of their family liked fish, and if not, what were the ages of those who did not like fish. The results are found in Tables 25 and 26. Over three quarters of the sample indicated that all members of their family liked fish. Those who reported that some members of their family did not like fish indicated that 36.1% were between ages 11 to 18. A further 35.6% of those who did not like fish were under 10 years old. The number of family members who do not like fish drops substantially as age increases. Of those who do not like fish, 10.5% are between 26 and 44 and only 3.1% are 45 or over.

TABLES

TABLE 7

AVERAGE NUMBER OF MEALS OF FISH PER MONTH

TOTAL SAMPLE (n=909)	6.37
BY REGION:*	
St. John's CMA (n=193)	5.81
Avalon (n=118)	6.90
Eastern (n=92)	6.41
Central (n=222)	6.69
Western/Labrador (n=284)	6.26
BY AGE GROUP:*	
Less than 30 (n=317)	5.42
30 to 44 (n=336)	6.49
45 and over (n=256)	7.38
BY HOUSEHOLD SIZE:	
3 or fewer (n=284)	6.55
4 or 5 (n=372)	6.29
6 or more (n=253)	6.29
BY EDUCATION LEVEL:	
Grade 8 or less (n=253)	6.34
Grades 9 or 10 (n=275)	6.59
High school graduate (n=162)	6.42
Some University or trades school (n=113)	6.20
University or trades school graduate (n=98)	5.90
BY ANNUAL INCOME:	
Less than $7,000 (n=265)	6.52
$7,000 to $10,999 (n=186)	6.44
$11,000 to $19,999 (n=274)	6.16
$20,000 and over (n=184)	6.40

TABLE 8

AVERAGE NUMBER OF MEALS OF FRESH AND FROZEN FISH PER MONTH

	FRESH	FROZEN
TOTAL SAMPLE	3.53	3.57
BY REGION:		
St. John's CMA	3.25	3.63
Avalon	3.86	3.51
Eastern	3.51	3.78
Central	3.49	3.52
Western/Labrador	3.59	3.52
BY AGE GROUP:	*	*
Less than 30	3.00	3.30
30 to 44	3.44	3.55
45 and over	4.21	3.92
BY HOUSEHOLD SIZE:		
3 or fewer	3.48	3.72
4 or 5	3.43	3.55
6 or more	3.72	3.42
BY EDUCATION LEVEL:	*	*
Grade 8 or less	3.93	3.10
Grades 9 or 10	3.55	3.53
High school graduate	3.12	3.91
Some University or trades school	3.31	3.98
University or trades school graduate	3.02	3.46
BY ANNUAL INCOME:		
Less than $7,000	3.79	3.30
$7,000 to $10,999	3.44	3.62
$11,000 to $19,999	3.36	3.66
$20,000 and over	3.44	3.74

TABLE 9

WHERE FRESH FISH IS OBTAINED

	CATCH OWN FISH %	GET FROM FRIEND OR RELATIVE %	BUY FROM FISHERMEN %	BUY IN SMALL STORE %	BUY FROM SUPERMARKET %
TOTAL SAMPLE (n=935)	44.9	36.1	25.0	10.9	23.3
BY REGION:	*	*	*		*
St. John's CMA (n=199)	25.1	34.7	30.2	13.6	30.7
Avalon (n=123)	51.2	33.3	35.0	8.9	11.4
Eastern (n=95)	45.3	53.7	28.4	12.6	15.8
Central (n=228)	51.3	34.6	24.1	11.0	18.4
Western/Labrador (n=290)	50.7	33.8	16.9	9.3	29.7
BY AGE GROUP:					
Less than 30 (n=323)	45.2	35.6	22.3	9.3	18.9
30 to 44 (n=344)	47.4	40.1	24.1	11.6	24.4
45 and over (n=268)	41.4	31.7	29.5	11.9	27.2
BY HOUSEHOLD SIZE:	*				
3 or fewer (n=293)	37.2	34.8	25.6	10.9	24.2
4 or 5 (n=385)	47.5	37.1	22.6	10.4	23.9
6 or more (n=257)	49.8	36.2	28.0	11.7	21.4
BY EDUCATION LEVEL:	*				*
Grade 8 or less (n=262)	56.1	35.1	22.5	14.1	17.2
Grades 9 or 10 (n=281)	44.8	39.1	26.7	7.8	24.2
High school graduate (n=168)	40.5	33.3	22.6	8.9	25.6
Some University or trades school (n=116)	36.2	39.7	29.3	9.5	22.4
University or trades school graduate (n=100)	34.0	31.0	26.0	16.0	32.0
BY ANNUAL INCOME:	*			*	*
Less than $7,000 (n=273)	54.6	37.4	21.2	12.8	18.3
$7,000 to $10,999(n=190)	47.9	31.6	23.7	10.5	22.1
$11,000 to $19,999 (n=285)	42.8	39.3	30.2	5.6	22.1
$20,000 and over (n=187)	31.0	34.2	24.1	16.6	33.7

TABLE 10

KINDS OF FRESH FISH SERVED AT HOME

	COD %	HALIBUT %	HERRING %	FLOUNDER %	SALMON %	OTHER %
TOTAL SAMPLE (n=935)	90.1	26.0	32.7	10.3	70.5	22.4
BY REGION:	*	*	*	*		
St. John's CMA (n=199)	87.4	21.1	8.5	5.0	67.8	18.1
Avalon (n=123)	96.7	17.9	39.8	13.0	67.5	18.7
Eastern (n=95)	93.7	46.3	36.8	20.0	77.9	16.8
Central (n=228)	90.8	21.9	46.1	10.5	75.0	24.1
Western/Labrador (n=290)	87.6	29.3	34.5	9.3	67.9	26.9
BY AGE GROUP:	*	*	*		*	*
Less than 30 (n=323)	86.7	18.3	26.9	10.2	64.7	16.4
30 to 44 (n=344)	91.0	30.5	34.0	9.6	74.4	26.5
45 and over (n=268)	93.3	29.5	38.1	11.2	72.8	23.9
BY HOUSEHOLD SIZE:		*				
3 or fewer (n=293)	89.4	31.4	30.4	10.2	69.3	19.5
4 or 5 (n=385)	90.4	22.9	31.7	10.4	69.6	22.6
6 or more (n=257)	90.7	24.5	37.0	10.1	73.5	24.9
BY EDUCATION LEVEL:	*		*	*		
Grade 8 or less (n=262)	93.1	27.1	41.6	10.3	70.6	21.4
Grades 9 or 10 (n=281)	94.0	26.3	39.1	13.5	71.9	20.6
High school graduate(n=168)	86.3	25.6	24.4	6.5	69.6	22.6
Some University or trades school (n=116)	84.5	26.7	23.3	13.8	69.8	27.6
University or trades school graduate (n=100)	85.0	20.0	16.0	4.0	69.0	22.0
BY ANNUAL INCOME:	*		*			
Less than $7,000 (n=273)	92.3	27.8	44.7	12.1	72.2	19.4
$7,000 to $10,999 (n=190)	94.7	24.2	31.1	8.9	71.1	27.4
$11,000 to $19,999 (n=285)	90.2	24.6	29.8	9.5	68.4	20.7
$20,000 and over (n=187)	82.4	27.3	21.4	10.2	71.1	23.5

TABLE 11

HOW DO YOU MOST OFTEN COOK FRESH FISH?

	PAN FRY %	BAKE %	DEEP FRY %	BOIL %	CASSEROLE %	OTHER %
TOTAL SAMPLE (n=935)	77.2	31.9	22.0	52.6	9.4	7.2
BY REGION:	*	*	*	*	*	*
St. John's CMA (n=199)	71.4	30.7	22.6	37.2	17.6	5.5
Avalon (n=123)	83.7	27.6	32.5	50.4	6.5	4.9
Eastern (n=95)	87.4	37.9	25.3	44.2	8.4	10.5
Central (n=228)	73.2	25.4	21.9	66.7	8.3	5.7
Western/Labrador (n=290)	78.6	37.2	16.2	56.9	5.9	8.6
BY AGE GROUP:		*	*	*	*	
Less than 30 (n=323)	75.9	26.3	19.2	47.1	6.8	5.0
30 to 44 (n=344)	80.5	29.7	26.7	51.2	7.3	7.3
45 and over (n=268)	75.0	41.0	19.4	62.3	14.6	9.0
BY HOUSEHOLD SIZE:	*		*		*	*
3 or fewer (n=293)	71.0	36.5	16.7	51.5	13.0	10.9
4 or 5 (n=385)	79.0	28.6	22.9	52.7	8.3	4.9
6 or more (n=257)	82.1	31.1	26.8	54.9	6.2	5.4
BY EDUCATION LEVEL:	*		*	*	*	
Grade 8 or less (n=262)	80.2	31.3	21.0	64.1	4.2	6.9
Grades 9 or 10 (n=281)	83.3	30.2	26.0	58.0	5.0	6.4
High school graduate (n=168)	73.2	32.1	23.2	39.3	12.5	6.0
Some University or trades school (n=116)	70.7	34.5	20.7	40.5	16.4	7.8
University or trades school graduate (n=100)	68.0	33.0	11.0	45.0	19.0	9.0
BY ANNUAL INCOME:	*			*	*	
Less than $7,000 (n=273)	78.0	34.4	23.8	62.6	5.9	8.1
$7,000 to $10,999 (n=190)	79.5	27.4	23.2	54.2	6.3	6.8
$11,000 to $19,999 (n=285)	80.7	29.5	24.2	47.7	8.8	7.0
$20,000 and over (n=187)	69.0	35.8	15.0	45.5	17.6	5.3

TABLE 12

TYPES OF FROZEN FISH PRODUCTS BOUGHT

	FISH AND CHIPS	FISH STICKS	FISH FILLETS	FISH CAKES	OTHER
	%	%	%	%	%
TOTAL SAMPLE (n=935)	28.2	45.9	40.2	24.1	5.3
BY REGION:	*	*	*	*	*
St. John's CMA (n=199)	20.1	54.8	52.8	15.1	10.6
Avalon (n=123)	32.5	54.5	27.6	24.4	3.3
Eastern (n=95)	25.3	50.5	41.1	28.4	2.1
Central (n=228)	32.9	48.2	43.9	31.6	5.7
Western/Labrador (n=290)	29.0	33.1	34.5	22.4	3.1
BY AGE GROUP:	*	*			
Less than 30 (n=323)	35.6	50.8	39.9	28.2	5.0
30 to 44 (n=344)	26.7	51.7	37.8	22.4	4.7
45 and over (n=268)	20.9	32.8	44.4	20.9	6.3
BY HOUSEHOLD SIZE:		*		*	
3 or fewer (n=293)	24.9	38.2	44.7	17.4	6.8
4 or 5 (n=385)	30.1	49.6	40.5	23.1	4.4
6 or more (n=257)	28.8	49.6	35.4	32.7	4.7
BY EDUCATION LEVEL:	*		*	*	*
Grade 8 or less (n=262)	34.0	37.8	34.4	33.2	3.4
Grades 9 or 10 (n=281)	31.7	47.0	35.6	29.2	3.2
High school graduate (n=168)	22.6	50.0	44.6	10.7	4.8
Some University or trades school (n=116)	18.1	51.7	52.6	11.2	10.3
University or trades school graduate (n=100)	23.0	51.0	50.0	20.0	11.0
BY ANNUAL INCOME:	*		*	*	
Less than $7,000 (n=273)	34.8	42.5	34.8	31.9	4.4
$7,000 to $10,999 (n=190)	22.6	48.4	35.8	27.4	4.7
$11,000 to $19,999 (n=285)	28.4	43.5	42.8	19.6	4.2
$20,000 and over (n=187)	23.5	52.4	49.7	15.5	8.6

TABLE 13

EAT FISH AND BREWIS

	YES %
TOTAL SAMPLE (n=919)	82.0
BY REGION:	*
St. John's CMA (n=195)	70.3
Avalon (n=122)	86.1
Eastern (n=95)	78.9
Central (n=223)	91.5
Western/Labrador (n=284)	83.1
BY AGE GROUP:	*
Less than 30 (n=318)	77.0
30 to 44 (n=337)	84.6
45 and over (n=264)	86.0
BY HOUSEHOLD SIZE:	*
3 or fewer (n=289)	78.5
4 or 5 (n=378)	81.5
6 or more (n=252)	88.1
BY EDUCATION LEVEL:	*
Grade 8 or less (n=254)	88.6
Grades 9 or 10 (n=277)	89.9
High school graduate (n=165)	81.0
Some University or trades school (n=115)	67.0
University or trades school graduate (n=97)	66.0
BY ANNUAL INCOME:	*
Less than $7,000 (n=267)	88.4
$7,000 to $10,999 (n=189)	86.8
$11,000 to $19,999 (n=278)	81.7
$20,000 and over (n=185)	70.3

TABLE 14

HOW OFTEN DO YOU EAT FISH AND BREWIS?

	WEEKLY OR MORE %	EVERY 2 WEEKS %	ONCE A MONTH %	LESS THAN ONCE A MONTH %
TOTAL SAMPLE (n=757)	21.9	23.2	26.1	28.9
BY REGION:*				
St. John's CMA (n=137)	8.8	21.2	26.3	47.4
Avalon (n=105)	19.0	29.5	22.9	27.6
Eastern (n=75)	14.7	16.0	34.7	37.3
Central (n=204)	31.9	26.0	28.0	15.7
Western/Labrador (n=236)	25.0	22.5	24.1	28.4
BY AGE GROUP:*				
Less than 30 (n=245)	16.3	19.2	30.6	34.3
30 to 44 (n=285)	20.4	26.3	26.0	29.1
45 and over (n=227)	30.4	24.7	22.5	23.8
BY HOUSEHOLD SIZE:				
3 or fewer (n=227)	22.0	25.1	22.5	32.2
4 or 5 (n=308)	20.1	23.1	30.3	28.2
6 or more (n=222)	24.8	22.5	25.2	27.5
BY EDUCATION LEVEL:*				
Grade 8 or less (n=225)	30.7	21.3	26.7	21.3
Grades 9 or 10 (n=249)	22.9	28.1	29.3	21.3
High school graduate (n=136)	16.9	18.4	23.5	42.6
Some University or trades school (n=77)	13.0	23.4	28.6	41.6
University or trades school graduate (n=64)	7.8	25.0	23.4	42.5
BY ANNUAL INCOME:*				
Less than $7,000 (n=236)	30.1	25.0	22.5	22.5
$7,000 to $10,999 (n=164)	23.8	20.1	27.4	30.0
$11,000 to $19,999 (n=227)	15.9	24.2	30.4	32.6
$20,000 and over (n=130)	16.1	23.8	25.4	34.6

TABLE 13

WHICH MEAL DO YOU EAT FISH AND BREWIS MOST OFTEN?

	BREAKFAST %	LUNCH %	SUPPER %
TOTAL SAMPLE (n=756)	5.6	33.9	60.1
BY REGION:*			
St. John's CMA (n=144)	6.3	15.3	78.5
Avalon (n=102)	6.9	33.3	59.8
Eastern (n=76)	10.5	31.6	57.9
Central (n=203)	3.9	48.3	47.8
Western/Labrador (n=231)	4.3	34.2	61.5
BY AGE GROUP:*			
Less than 30 (n=250)	6.0	26.0	48.7
30 to 44 (n=280)	4.6	32.1	63.2
45 and over (n=226)	6.2	45.1	48.7
BY HOUSEHOLD SIZE:*			
3 or fewer (n=230)	3.9	40.4	55.7
4 or 5 (n=309)	6.5	27.2	66.3
6 or more (n=217)	6.0	36.9	57.1
BY EDUCATION LEVEL:*			
Grade 8 or less (n=225)	8.9	40.0	51.1
Grades 9 or 10 (n=245)	3.7	36.3	60.0
High school graduate (n=132)	6.8	28.8	64.4
Some University or trades school (n=81)	3.7	25.9	70.4
University or trades school graduate (n=67)	0.0	25.4	74.6
BY ANNUAL INCOME:*			
Less than $7,000 (n=234)	8.1	39.3	52.6
$7,000 to $10,999 (n=163)	4.9	41.1	54.0
$11,000 to $19,999 (n=227)	4.8	26.0	69.2
$20,000 and over (n=132)	3.0	29.5	67.4

TABLE 16

AVERAGE NUMBER OF CANS PER MONTH OF TUNA, MACKEREL, SALMON, HERRING, SARDINES, AND OTHER

	TUNA	MACKEREL	SALMON	HERRING	SARDINES	OTHER
TOTAL SAMPLE	3.83	3.55	3.18	3.61	4.28	4.27
BY REGION:						
St. John's CMA	3.89	2.33	2.89	3.11	3.24	3.89
Avalon	4.02	1.50	3.29	4.50	4.16	3.90
Eastern	3.41	----	3.74	3.67	3.34	4.20
Central (n=3.62)	3.62	3.10	3.05	2.60	3.54	5.71
Western/Labrador	3.95	4.43	3.31	4.40	5.81	4.00
BY AGE GROUP:	*					
Less than 30	3.49	2.33	2.85	3.21	4.35	4.04
30 to 44	4.27	3.08	3.28	3.96	4.12	4.72
45 and over	3.67	5.63	3.55	3.54	4.40	3.96
BY HOUSEHOLD SIZE:	*		*			
3 or fewer	3.27	2.71	2.90	3.37	3.86	4.07
4 or 5	3.70	2.92	2.87	3.35	4.34	4.31
6 or more	4.64	4.90	4.00	4.58	4.57	4.53
BY EDUCATION LEVEL:			*			
Grade 8 or less	3.96	4.46	3.60	4.27	5.08	5.55
Grades 9 or 10	3.87	3.71	3.46	3.50	4.58	4.33
High school graduate	3.95	2.33	2.52	3.86	3.67	4.75
Some University or trades school	3.73	2.67	3.44	4.75	3.48	3.71
University or trades school graduate	3.49	1.33	2.35	2.08	3.26	3.37
BY ANNUAL INCOME:						
Less than $7,000	3.73	3.00	2.95	3.89	4.27	5.92
$7,000 to $10,999	3.87	3.60	3.24	3.78	4.06	3.78
$11,000 to $19,999	3.75	6.50	3.49	3.83	4.26	4.65
$20,000 and over	3.96	2.88	3.01	2.64	4.51	3.50

TABLE 17

HOW FISH PRODUCTS ARE SERVED

	SANDWICHES %	CASSEROLES %	SALADS %
TOTAL SAMPLE	70	12	13
BY REGION:			
St. John's CMA	24	34	33
Avalon	12	11	11
Eastern	9	8	10
Central	21	19	19
Western/Labrador	32	25	24
BY AGE GROUP:			
Less than 30	38	26	34
30 to 44	36	41	41
45 and over	25	33	22
BY HOUSEHOLD SIZE:			
3 or fewer	31	34	37
4 or 5	42	37	40
6 or more	27	28	20
BY EDUCATION LEVEL:			
Grade 8 or less	24	15	16
Grades 9 or 10	30	18	25
High school graduate	19	21	22
Some University or trades school	13	23	12
University or trades school graduate	12	21	20
BY ANNUAL INCOME:			
Less than $7,000	26	18	19
$7,000 to $10,999	19	17	16
$11,000 to $19,999	30	35	35
$20,000 and over	23	28	27

TABLE 18

AVERAGE NUMBER OF TIMES EAT IN A RESTAURANT IN A MONTH

TOTAL SAMPLE	2.68
BY REGION:	
St. John's CMA	2.86
Avalon	2.16
Eastern	3.42
Central	2.54
Western/Labrador	2.62
BY AGE GROUP:	
Less than 30	2.96
30 to 44	2.54
45 and over	2.39
BY HOUSEHOLD SIZE:	
3 or fewer	2.96
4 or 5	2.66
6 or more	2.37
BY EDUCATION LEVEL:	*
Grade 8 or less	2.54
Grades 9 or 10	2.49
High school graduate	2.78
Some University or trades school	2.88
University or trades school graduate	2.63
BY ANNUAL INCOME:	
Less than $7,000	3.00
$7,000 to $10,999	2.07
$11,000 to $19,999	2.70
$20,000 and over	2.78

TABLE 19

HOW OFTEN DO YOU ORDER FISH IN A RESTAURANT

	Never %	Very Rarely %	Occasionally %	Fairly Often %	Very Often %
TOTAL SAMPLE (n=935)	37.2	15.6	15.9	4.8	3.5
BY REGION:*					
St. John's CMA (n=171)	22.8	21.6	30.4	17.0	8.2
Avalon (n=97)	51.5	16.5	19.6	4.1	8.2
Eastern (n=76)	50.0	19.7	18.4	2.6	9.2
Central (n=173)	56.6	20.2	18.5	4.0	0.6
Western/Labrador (n=209)	60.3	21.1	15.3	1.9	1.4
BY AGE GROUP:					
Less than 30 (n=277)	48.7	24.5	15.2	6.5	5.1
30 to 44 (n=362)	48.5	19.1	23.3	5.0	4.2
45 and over (n=187)	47.6	15.5	24.6	8.0	4.3
BY HOUSEHOLD SIZE:*					
3 or fewer (n=233)	45.9	20.6	21.5	5.2	6.9
4 or 5 (n=298)	44.3	24.5	19.8	7.0	4.4
6 or more (n=195)	57.4	13.3	20.5	6.7	2.1
BY EDUCATION LEVEL:*					
Grade 8 or less (n=181)	66.3	11.0	17.1	4.4	1.1
Grades 9 or 10 (n=212)	57.9	22.6	19.8	3.3	2.4
High school graduate (n=139)	39.6	23.0	22.3	9.4	5.8
Some University or trades school (n=96)	33.3	21.9	20.8	11.5	12.5
University or trades school graduate (n=92)	33.7	27.2	25.0	7.6	6.5
BY ANNUAL INCOME:*					
Less than $7,000 (n=191)	58.6	17.3	16.2	3.1	4.7
$7,000 to $10,999 (n=146)	60.3	19.9	11.0	4.8	4.1
$11,000 to $19,999 (n=233)	40.8	21.9	27.5	6.4	3.4
$20,000 and over (n=156)	35.9	21.8	24.4	11.5	6.4

TABLE 20

REASONS FOR NOT ORDERING FISH MORE OFTEN

	POOR QUALITY %	NOT COOKED WELL %	NO VARIETY %	BETTER THINGS ON MENU %	TOO EXPENSIVE %	NOT FRESH %	DO NOT LIKE FISH %	OTHER %
TOTAL SAMPLE (n=935)	11.4	9.1	8.0	32.0	6.5	14.2	4.5	7.8
BY REGION:								
St. John's CMA (n=199)	14.6	13.1	11.1	31.7	4.0	13.1	7.5	9.5
Avalon (n=123)	10.6	8.1	6.5	34.1	4.9	13.0	3.3	5.7
Eastern (n=95)	7.4	10.5	5.3	34.7	5.3	8.4	6.3	8.4
Central (n=228)	11.0	9.2	7.5	34.2	5.7	14.0	2.6	8.3
Western/Labrador (n=290)	10.7	5.9	7.9	29.7	10.0	17.9	3.8	6.6
BY AGE GROUP:	*			*				
Less than 30 (n=323)	8.2	11.5	10.5	35.9	7.4	16.7	6.2	5.9
4 or 5 (n=344)	9.9	8.4	5.5	33.7	5.8	14.0	3.5	9.0
45 and over (n=268)	15.2	6.7	8.2	26.1	6.3	11.9	3.7	8.2
BY HOUSEHOLD SIZE:					*			
3 or fewer (n=293)	13.3	10.2	10.9	32.1	3.8	17.4	3.8	8.2
4 or 5 (n=385)	11.7	9.4	7.3	31.7	6.8	14.3	5.5	7.0
6 or more (n=257)	8.2	7.0	5.8	33.5	9.3	10.9	3.9	8.2
BY EDUCATION LEVEL:			*					*
Grade 8 or less (n=262)	6.9	5.3	2.7	33.6	6.5	12.6	3.4	7.3
Grades 9 or 10 (n=281)	11.4	9.6	7.8	35.6	7.8	13.2	2.8	6.0
High school graduate (n=168)	11.9	9.5	9.5	28.6	6.0	14.3	7.1	5.4
Some University or trades school (n=116)	14.7	12.1	15.5	28.4	6.0	15.5	4.3	9.5
University or trades school graduate (n=150)	17.0	13.0	12.0	32.0	5.0	20.0	8.0	13.0
BY ANNUAL INCOME:		*	*					
Less than $7,000 (n=273)	11.4	10.3	5.1	29.3	5.9	14.3	2.9	7.0
$7,000 to $10,999 (n=190)	7.4	5.8	5.3	32.1	10.0	13.7	3.2	6.3
$11,000 to $19,999 (n=285)	13.3	7.0	8.8	32.3	6.3	15.1	6.3	8.4
$20,000 and over (n=187)	11.8	13.4	13.9	36.9	4.3	13.9	5.3	9.1

TABLE 21

MOST LIKELY TO SERVE TO GUEST

	MEAT %	FISH %	CHICKEN %
TOTAL SAMPLE (n=885)	65.0	8.1	26.8
BY REGION:			
St. John's CMA (n=187)	61.5	5.3	33.2
Avalon (n=117)	60.7	12.0	27.4
Eastern (n=90)	63.3	7.8	28.9
Central (n=218)	68.8	6.0	25.2
Western/Labrador (n=273)	67.0	10.3	22.7
BY AGE GROUP:			
Less than 30 (n=244)	64.8	5.4	29.8
30 to 44 (n=326)	66.9	8.6	24.5
45 and over (n=315)	63.1	11.1	25.8
BY HOUSEHOLD SIZE:			
3 or fewer (n=276)	69.9	7.2	22.8
4 or 5 (n=364)	66.5	7.7	25.8
6 or more (n=245)	57.6	9.8	32.7
BY EDUCATION LEVEL:*			
Grade 8 or less (n=243)	59.3	13.2	27.6
Grades 9 or 10 (n=267)	63.7	7.1	29.2
High school graduate(n=157)	67.5	6.4	26.1
Some University or trades school (n=112)	69.6	7.1	23.2
University or trades school graduate (n=99)	75.8	2.0	22.2
BY ANNUAL INCOME:*			
Less than $7,000 (n=252)	60.3	13.1	26.6
$7,000 to $10,999 (n=181)	65.2	8.3	26.5
$11,000 to $19,999 (n=271)	65.3	5.9	28.8
$20,000 and over (n=181)	71.3	4.4	24.3

TABLE 22

WHY NOT LIKELY TO SERVE FISH TO GUESTS

	FRIENDS DO NOT LIKE %	NO GOOD RECIPES %	FISH IS A CHEAP MEAL %	DON'T LIKE SMELL %	NO GOOD FRESH FISH %	OTHER %
TOTAL SAMPLE (n=935)	20.3	24.6	5.6	7.6	26.2	9.1
BY REGION:					*	
St. John's CMA (n=199)	19.6	26.6	3.5	10.1	24.1	10.6
Avalon (n=123)	27.6	24.4	8.1	4.9	16.3	7.3
Eastern (n=95)	13.7	26.3	5.3	4.2	28.4	9.5
Central (n=228)	20.6	25.4	6.6	7.9	25.9	10.5
Western/Labrador (n=290)	19.3	22.4	4.8	7.9	31.7	7.2
BY AGE GROUP:	*	*			*	
Less than 30 (n=323)	21.1	36.2	4.3	7.1	20.4	7.7
30 to 44 (n=344)	15.7	22.7	6.4	6.7	30.8	11.3
45 and over (n=268)	25.0	13.4	5.6	9.3	27.6	7.5
BY HOUSEHOLD SIZE:						
3 or fewer (n=293)	24.6	20.5	5.5	8.2	27.6	10.6
4 or 5 (n=385)	17.1	27.0	4.2	7.3	24.9	7.5
6 or more (n=257)	19.8	26.1	7.4	7.4	26.8	9.3
BY EDUCATION LEVEL:						*
Grade 8 or less (n=262)	20.6	27.9	9.2	7.6	21.0	5.7
Grades 9 or 10 (n=281)	21.7	22.8	5.3	5.3	25.6	10.0
High school graduate (n=168)	19.6	22.6	4.8	10.1	27.4	10.1
Some University or trades school (n=116)	19.8	25.9	1.7	8.6	32.8	6.0
University or trades school graduate (n=100)	15.0	24.0	2.0	9.0	33.0	16.0
BY ANNUAL INCOME:						
Less than $7,000 (n=273)	19.0	26.0	5.9	5.5	25.6	6.2
$7,000 to $10,999 (n=190)	23.2	24.2	4.7	8.4	25.8	8.9
$11,000 to $19,999 (n=285)	21.1	23.9	5.6	8.1	25.6	9.1
$20,000 and over (n=187)	17.6	24.6	5.3	9.1	28.9	12.8

TABLE 23 (Continued)

WHY WE DON'T EAT MORE FISH

COMMENTS:	NO	%
21. Meat is more filling	1	*
22. Leftovers not enticing	1	*
23. Many people dislike bones	2	*
24. Don't know about other kinds of fish besides cod	2	*
25. Meat easier to prepare	3	*
26. Difficult to get good dried fish (or salted)	9	1
27. Meat is just as cheap	4	*
28. Unavailable or poorly cooked in restaurants	2	*
29. Many people had to eat it when they were younger	2	*
30. Never on sale	3	*
31. Must have a licence to fish	1	*
32. So mainlanders won't think we live on fish	1	*
33. Shell fish is too expensive	1	*
34. We don't bother to catch it	1	*
35. Most people eat fish only on Wednesday and Friday	5	*
36. It is a cause of stomach cancer	1	*
TOTAL WITH COMMENTS	698	

* less than 1%

** Percentage totals exceed 100% due to multiple mentions.

TABLE 24

HOW TO GET PEOPLE TO EAT MORE FISH

COMMENTS:	NO.	%
1. Need recipe book	586	**
2. Higher quality of fish	97	17
3. Lower prices	236	40
4. Fresh fish should be more available	137	23
5. Restaurants should have more variety of fish dishes	14	2
6. Should be more nutritional information available	39	7
7. Parents should introduce fish to children	13	2
8. More varieties of fish should be available	47	8
9. More advertising through the media (T.V., radio)	75	13
10. Better facilities and equipment for handling fish	31	5
11. More fresh fish markets	82	14
12. Trucks with cleaned fish selling door-to-door	10	2
13. Better packaging with recipes enclosed	11	2
14. Educate children at school	4	*
15. Cooking classes and demonstrations	10	2
16. More processing to produce variety of dishes (chowders, etc.)	6	1
17. Less water pollution	3	*
18. Should be able to catch it ourselves	7	1
19. Better storage and presentation at supermarkets	8	1
20. Don't export so much fish	13	2

(Cont'd)

TABLE 23

WHY WE DON'T EAT MORE FISH

COMMENTS:	NO.	%
1. Fish too familiar - people work with it all day, etc	122	17
2. Difficult to get fresh fish	268	38
3. Too expensive	240	34
4. Poor quality	74	10
5. Dislike cleaning fish	10	8
6. There is a large variety of other meats available	34	4
7. Many people dislike fish	48	6
8. Other products are advertised more widely	4	*
9. Many people don't realize nutritional value of fish	11	1
10. Many people dislike smell	26	3
11. Fish is easy to get tired of	25	3
12. Not enough good recipes - don't know how to cook it	44	6
13. Not enough variety of fish available	17	2
14. Poor marketing - badly displayed at supermarkets	11	1
15. Too plentiful - taken for granted	36	5
16. Children not encouraged to eat fish	10	1
17. Newfoundlanders don't like frozen fish	19	2
18. Newfoundlanders seem to like meat better	5	*
19. Psycological barrier associated with "poor"days	30	4
20. Difficult to tell if it is fresh	5	*

(Cont'd)

TABLE 24 (Continued)

HOW TO GET PEOPLE TO EAT MORE FISH

COMMENTS:	NO.	%
21. Less packaging	2	*
22. Get more men interested in fishing	7	1
23. More fish specials at supermarkets	5	*
24. Encourage trips to fisheries' kitchens for demonstrations	1	*
25. Teach people now to salt their own fish	5	*
26. Place government recipe leaflets in pension checks, supermarkets, newspapers, etc.	6	1
27. Have a fish festival	2	*
28. Assure customer of freshness (eg. dated packages)	3	*
29. Provide more smoked fish	3	*
30. Keep salted fish out of plastic bags	1	*
31. Make less meat available - raise meat prices	3	*
32. Don't require license to catch fish	2	*
33. If fish was less plentiful everyone would enjoy it more	6	1
34. Protect salmon rivers from poachers- encourage sports fishing	1	*
35. Small roadside fish markets	3	*
36. Package fish in Newfoundland	6	1
37. Keep out foreigners in big draggers	2	*
38. Prosecute swindlers	1	*
39. Outlaw chicken takeouts	3	1
40. Hide the taste and texture of fish	1	*
TOTAL WITH COMMENTS	586	**

* less than 1%

** Percentage totals exceed 100% due to multiple mentions

TABLE 25

DO ALL FAMILY MEMBERS LIKE FISH?

	YES %	NO %
TOTAL SAMPLE (n=926)	75.5	23.4
BY REGION:		
St. John's CMA (n=196)	76.0	24.0
Avalon (n=122)	74.6	25.4
Eastern (n=93)	79.6	20.4
Central (n=227)	77.5	22.5
Western/Labrador (n=288)	75.3	24.7
BY AGE GROUP:*		
Less than 30 (n=322)	79.5	20.5
30 to 44 (n=341)	71.6	28.4
45 and over (n=263)	78.7	21.3
BY HOUSEHOLD SIZE:*		
3 or fewer (n=260)	76.9	23.1
4 or 5 (n=383)	74.7	25.3
6 or more (n=255)	68.2	31.8
BY EDUCATION LEVEL:		
Grades 8 or less (n=260)	76.9	23.1
Grades 9 or 10 (n=279)	79.6	20.4
High school graduate (n=165)	71.5	28.5
Some University or trades school (n=115)	74.8	25.2
University or trades school graduate (n=99)	75.8	24.2
BY ANNUAL INCOME:		
Less than $7,000 (n=272)	80.5	
$7,000 to $10,999 (n=186)	74.7	
$11,000 to $19,999 (n=282)	76.2	
$20,000 and over (n=186)	72.0	

TABLE 26

AGE BREAKDOWN OF THOSE WHO DON'T LIKE FISH

	NO.	%
	191	100.0
Under 10 years	68	35.6
11 to 18 years	69	36.1
19 to 25 years	28	14.7
26 to 44 years	20	10.5
45 and over	6	3.1

APPENDIX A

SECTION I: The questions in this part of the questionnaire are concerned with your household's consumption of FISH. Please read each question carefully and record the best answer in the space provided.

1. In an average month, approximately how many meals of fish do you serve your family? (please write in number of fish meals served per month). _____ meals.
2. For how many of these fish meals do you serve **fresh** (unfrozen) fish? (please write in number of meals of fresh fish served per month). _____ meals.
3. For how many of these fish meals do you serve **frozen** fish? (please write in number of meals of frozen fish served per month) _____ meals.
4. Where do you obtain the fresh fish that you serve at home? (please check more than one, if appropriate)
   - Someone in your family catches the fish ☐ 13
   - A friend or relative gives it to you ☐ 14
   - You buy it directly from a fisherman ☐ 15
   - You buy it in a small store ☐ 16
   - You buy it in a supermarket ☐ 17
5. What kinds of **fresh** fish do you serve at home? (Please check each of the kinds of fish that you serve).
   - Fresh Cod ☐ 18
   - Fresh Halibut ☐ 19
   - Fresh Herring ☐ 20
   - Fresh Flounder ☐ 21
   - Fresh Salmon ☐ 22
   - Other (please write in kind) _____ 23
6. When you cook **fresh** fish at home, how do you most often cook it? (Please check more than one, if appropriate).
   - Pan fry ☐ 24
   - Bake ☐ 25
   - Deep fry ☐ 26
   - Boil ☐ 27
   - Casserole ☐ 28
   - Other (please specify) _____ 29
7. What types of **frozen** fish products do you buy? (Please check more than one, if appropriate).
   - Frozen fish and chips ☐ 30
   - Frozen fish sticks ☐ 31
   - Frozen fish fillets ☐ 32
   - Frozen fish cakes ☐ 33
   - Other (please specify) _____ 34
8. Do you ever eat **fish and brewis** at home?

   Yes ☐ (1) No ☐ (2)

   If you do eat fish and brewis, how often do you serve it at home?
   - Once a week or more often ☐ (1)
   - Once every two weeks ☐ (2)
   - Once a month ☐ (3)
   - Once every two months ☐ (4)
   - Once every 6 months ☐ (5)
   - Less than once every 6 months ☐ (6)
9. When you do eat **fish and brewis**, for which meal do you most often eat it? (please check one)
   - Breakfast ☐ (1)
   - Lunch ☐ (2)
   - Supper ☐ (3)
10. How many cans do you buy each month of each of the following types of fish? (please write in number of cans bought per month)
    - Canned tuna ... Number of Cans _____ 38-9
    - Canned mackerel ... Number of Cans _____ 40-1
    - Canned salmon ... Number of Cans _____ 42-3
    - Canned herring ... Number of Cans _____ 44-5
    - Canned sardines ... Number of Cans _____ 46-7
    - Other (please specify) _____ Number of Cans _____
11. How do you serve canned fish products? (Check more than one, if appropriate).
    - Sandwiches ☐ 50
    - Casseroles ☐ 51
    - Salads ☐ 52
12. Approximately how many times in an average month do you eat in a restaurant? (please write in number of times).

    _____ times.

13. For how many of these restaurant meals do you order fish? (please check one).

- Never eat fish in restaurants ☐(1)
- Order fish very rarely ☐(2)
- Order fish occasionally ☐(3)
- Order fish fairly often ☐(4)
- Order fish very often ☐(5)

14. What reasons can you give for not ordering fish more often when you eat out at a restaurant? (please check more than one, if appropriate).

- Poor quality of fish ☐58
- Fish not cooked well ☐57
- No variety in fish ☐58
- Better things on the menu ☐59
- Fish too expensive ☐60
- Fish not fresh ☐61
- Just do not like fish ☐62
- Other (please write in) _____ ☐63

15. If you have guests at your house for dinner, what would you be most likely to serve? (please check one).

- I most likely would serve a **meat** dish ☐(1)
- I most likely would serve a **fish** dish ☐(2)
- I most likely would serve a **chicken** dish ☐(3)

16. If you would **not** be likely to serve fish to your guests, can you tell us **why** you would likely not serve fish? (please check more than one, if appropriate).

- Friends do not like fish ☐(65)
- Have no good fish recipes ☐(66)
- Fish is a cheap meal ☐(67)
- Do not like the smell of fish cooking ☐(68)
- Can't find good fresh fish to buy ☐(69)
- Other (please write in) _____ ☐(70)

17. In general, we would like to know why you feel Newfoundlanders do not eat more fish. Please write below all of the reasons you can think of why Newfoundlanders do not eat more fish.

_____

_____

18. What do you think must be done in order to get Newfoundlanders to eat more fish? Write below the things that you would like to see done which would likely lead to more fish being eaten in Newfoundland.

_____

_____

19. Do all members of your family like fish?

Yes ☐(1) No ☐(2)

If No, how old are the members who do not like fish?

- Under 10 years ☐(1)
- 11 - 18 years ☐(2)
- 19 - 25 years ☐(3)
- 26 - 44 years ☐(4)
- 45 years and over ☐(5)